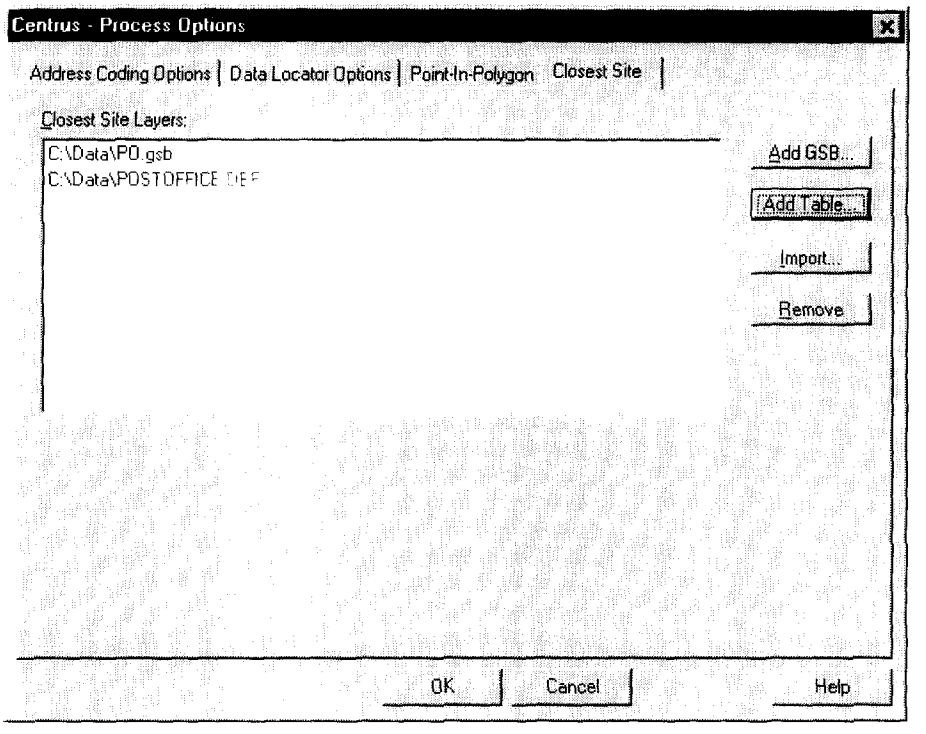
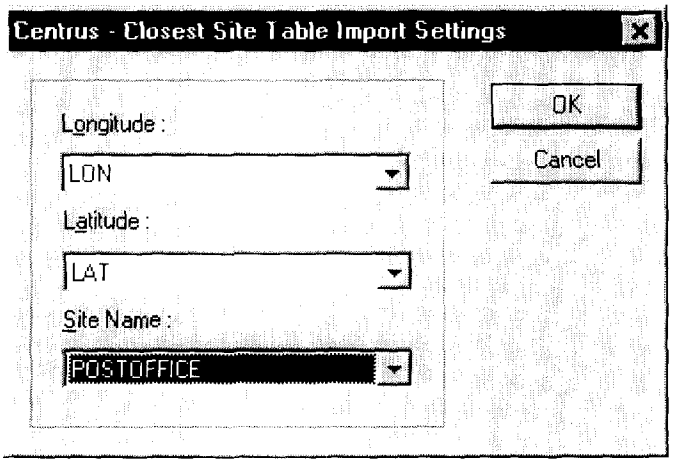
3. Select the desired file name, then click **OK**.



Adding Closest Site Layers From a Database Table

To add layers from a geocoded database table:

1. Select **Options** from the **Process** menu, then click the *Closest Site* tab.
2. Click the **Add Table** button. A file selection dialog will appear.
3. Select the desired file name, then click **OK**.
4. The Closest Site Table Import Settings dialog will appear.
5. Check that **Latitude** and **Longitude** fields are correctly specified. Then select the field you want to use as **Site Name** from the drop-down list and click **OK**.



Importing Closest Site Layers

To import layers:

1. Select **Options** from the **Process** menu, then click the *Closest Site* tab.
2. Click the **Import** button. The Import Layers dialog will appear.
3. Click the **Browse** buttons to select the path and name of the .MIF/.MID or .BNA file to import and the object file (.GSB) to create.
4. When importing, you can determine which field is used as the object's identifier. Click the drop-down list box to select which **Field to use as identifier**.
5. Click the **Import** button to finish.

Remember that while western hemisphere locations are correctly expressed as negative longitudes, some mapping and GIS applications still return longitudes as positive numbers. Be sure that the longitude data in your imported layer is consistent with that of your address file!

Removing Closest Site Layers

To remove layers:

1. Select **Options** from the **Process** menu, then click the *Closest Site* tab.
2. Select the file you want to remove from the list of *Closest Site Layers*, then click **Remove**.

Verifying Your Settings

When you select **Process** from the Centrus Desktop main menu, you'll see two **Verify** choices: **Verify All**, and (depending on which module is currently selected) **Verify Tables** (or **Data Locator**, **Address Coding**, **Demographics**, **Point-in-Polygon**, **Closest Site**). These items let you verify that you've correctly specified your tasks. As their names imply, you can verify the settings of the currently visible module, or verify all module settings at once.

Verify Current

Click the  button to verify the settings within the currently selected module.

Command Line Syntax

If you prefer to run Centrus Desktop from the command line, several command line options are available. The syntax is:

Centrus *FileName*.qmi q /b /d /n

These work as follows:

FileName.qmi

Specifies a saved task to be immediately loaded.

/q

Starts Centrus Desktop in QuickFind, suppressing the splash screen.

/b

Starts Centrus Desktop in batch mode. This switch should be used with a *FileName*.qmi argument. No splash screen is displayed; the task file is opened and batch processing begins immediately. Note that batch processing is disabled when you run Centrus Desktop in demo mode.

/d

Starts Centrus Desktop in demo mode. All modules are available, but there is a 25 record processing limit and no CASS or batch processing is permitted.

/n

Starts Centrus Desktop with no splash screen.

Chapter 4

Centrus Desktop Tools

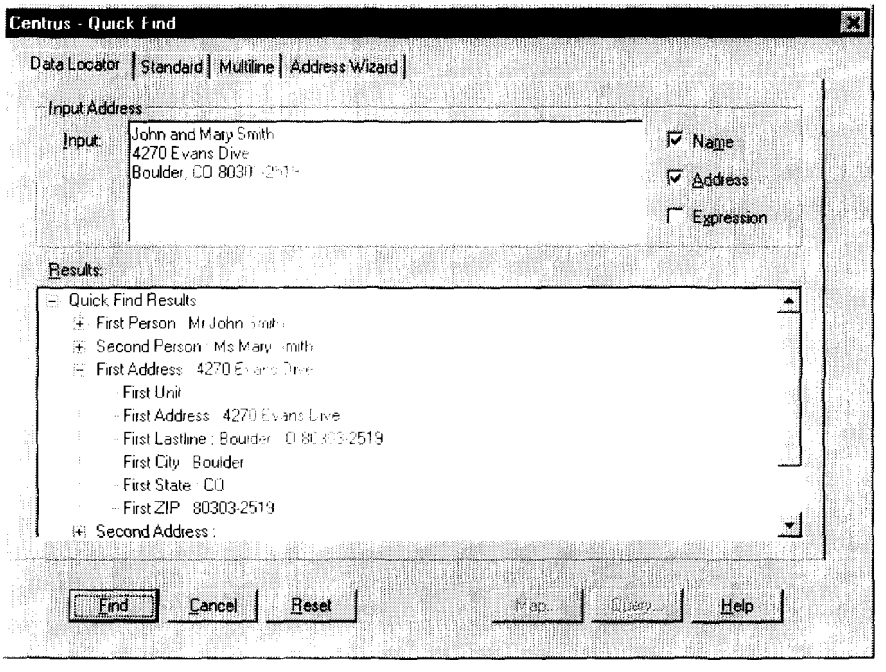
QuickFind

With QuickFind, you enter a single address to receive a variety of information about that address. QuickFind has four modes: *Data Locator*, *Standard*, *Multiline* and *Address Wizard*. All use the **Negate Longitudes**, **Census ID Content**, **Census ID Format,** and **NAD** settings specified in the Options dialog.

Click the  button or select **Tools|QuickFind** to start QuickFind.

Data Locator Mode

In Data Locator Mode, you enter a standard or free-form name and address (or other information) into a single edit box. This address can either be typed in or pasted in from other applications. Click the check boxes to the right of the input box to select the type of information you want Data Locator to extract. Once the information is entered, click the **Find** button to process the address.

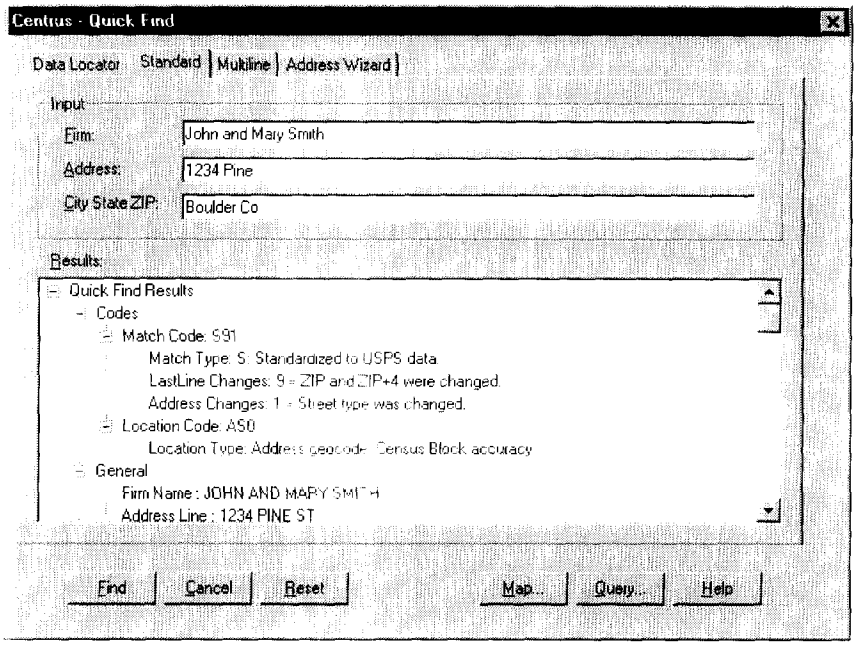


The processed information is shown in the *Results* section of the dialog. The data is presented as a hierarchical tree. Double-click on an item to expand or contract the information displayed.

Note that unlike Standard, MultiLine, and Address Wizard mode, the Data Locator mode *does not* standardize address results.

Standard Mode

In Standard mode, you enter a standard three-part address into three edit boxes: *Firm*, *Address*, and *City State Zip*. Once the information is entered, click the **Find** button to process the address.



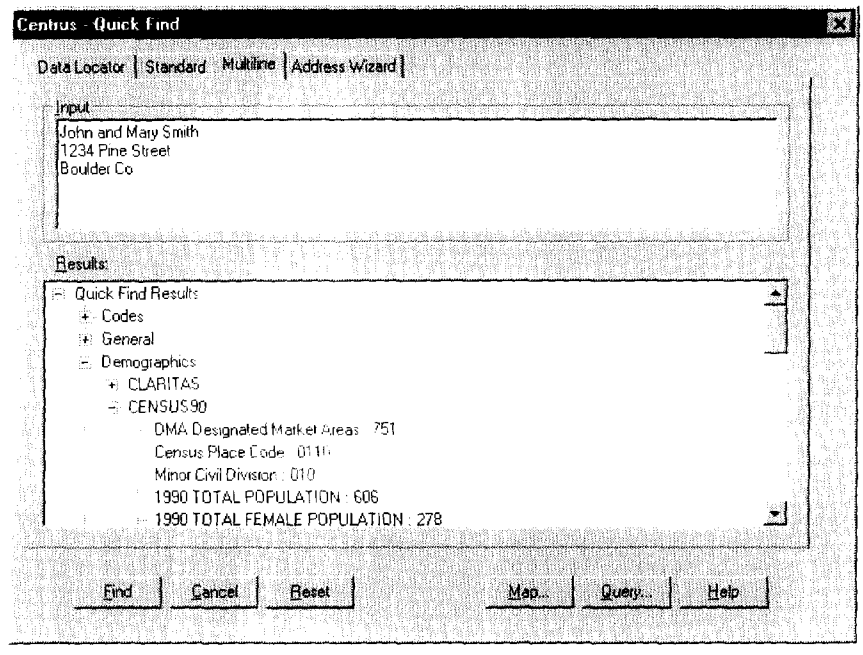
The processed information is shown in the *Results* section of the dialog. The data is presented as a hierarchical tree. Double-click on an item to expand or contract the information displayed

If a match is made, the **Map** function can be used to map the current address.

If a match is not made, the **Query** function can be accessed by clicking the **Query...** button.

Multiline Mode

In Multiline mode, you enter a free-form address into a single edit box. This address can either be typed in or pasted in from other applications. The street address information (such as 123 Main St) should be listed before last line information (city, state and ZIP). If a firm name is given, it should be listed first. Centrus will ignore any lines of extraneous information. Once the information is entered, click the **Find** button to process the address.

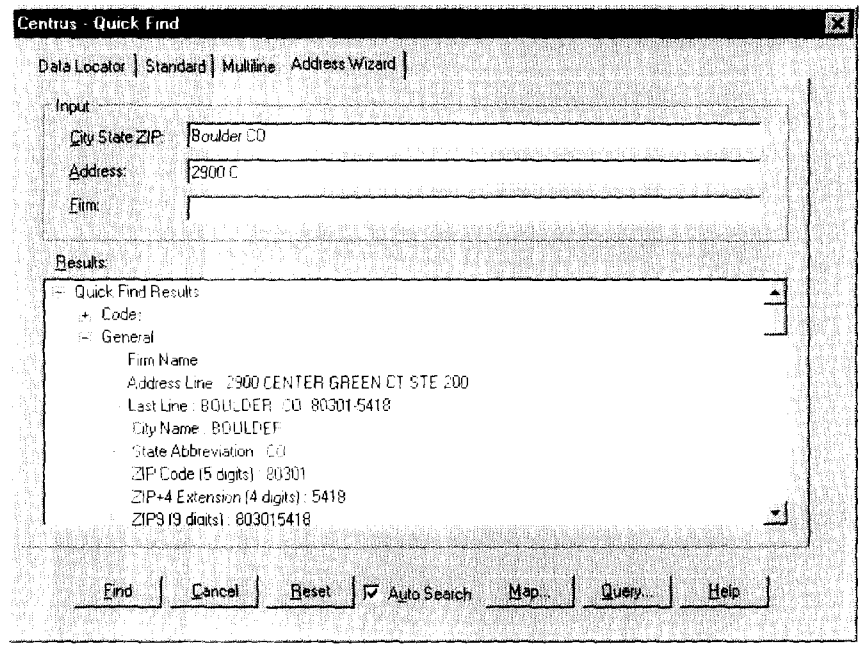


The processed information is shown in the *Results* section of the dialog. The data is presented as a hierarchical tree. Double-click on an item to expand or contract the information displayed.

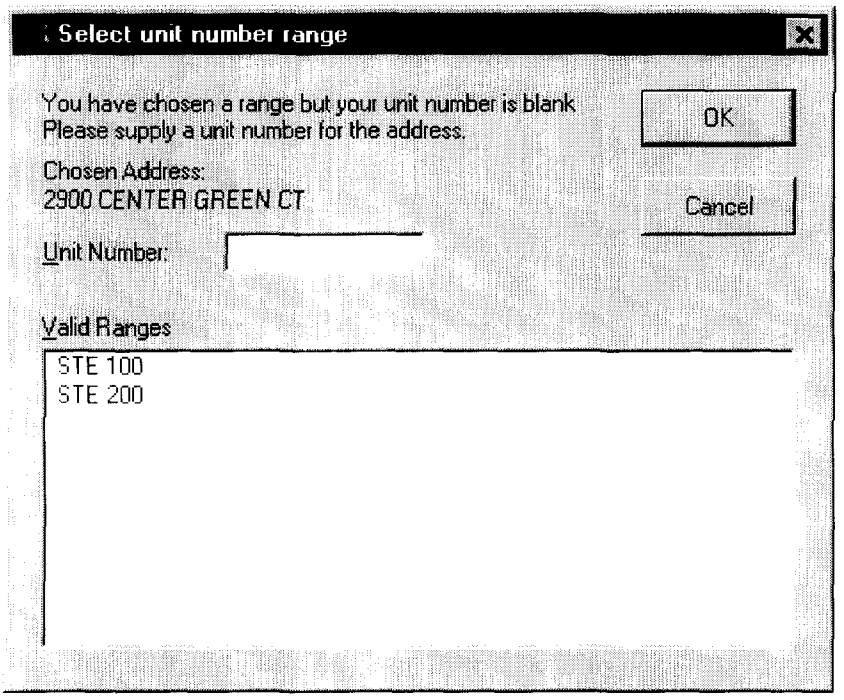
If a match is made, the Map function can be used to map the current address. The Query function is unavailable in Multiline mode.

Address Wizard Mode

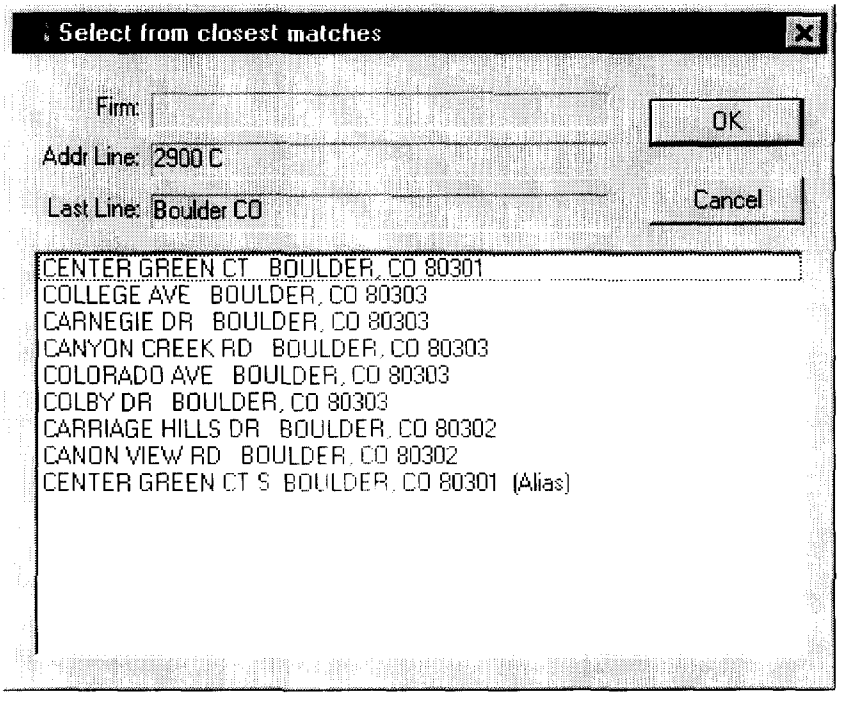
Address Wizard mode demonstrates the capabilities of the Address Wizard development library. This library is used in call-center and other applications where address information is being entered on a real-time basis.



Address Wizard offers several benefits. Address Wizard verifies that correct and complete information is being entered. Using Address Wizard, all elements of an address are corrected. Also, if an address is entered which is known to have apartments, a dialog is displayed with the possible unit numbers.



The **Auto Search** option tells Address Wizard to begin searching after 2 seconds of keyboard inactivity. Address Wizard will also attempt a match on partial addresses. In a busy call-center, this is a real time saver.



If Auto Search is not checked, you must click the **Find** button or press Enter to perform the address lookup.

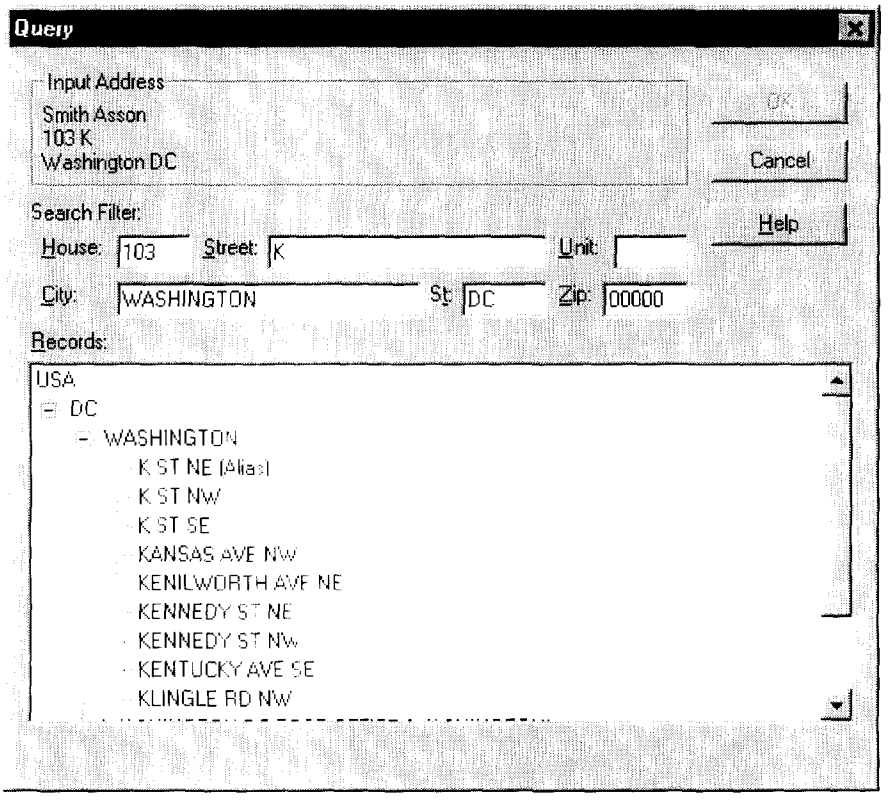
The processed information is shown in the *Results* section of the dialog. The data is presented as a hierarchical tree. Double-click on an item to expand or contract the information displayed

The Query Function

The **Query** function available through the Centrus QuickFind and Process dialogs provides complete access to the address standardization and geocoding database. For example, Query can be used to display all streets that start with the letter 'K' in the city of Washington, DC. The query can be defined and refined in a variety of ways and results from query are virtually instantaneous.

The Query Dialog

When you click the **Query** button in the QuickFind or Process dialogs, the current address record is loaded into the Query dialog and displayed. Query processes the input record and expands as many levels as possible in the *Records* section of the dialog.



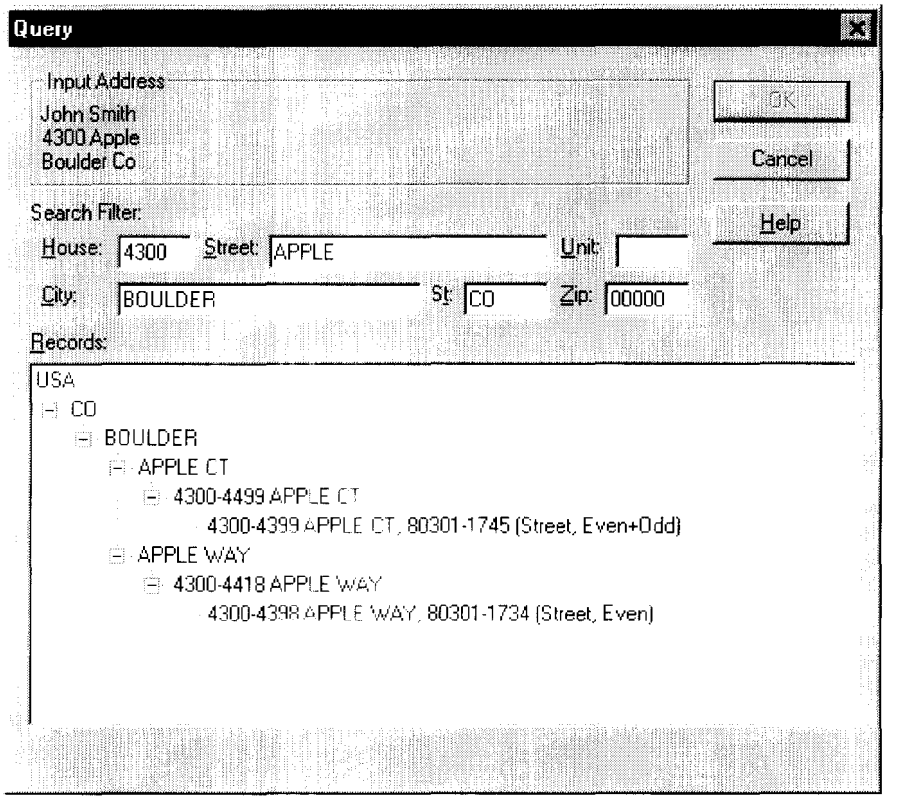
The Query dialog is comprised of three different sections. The top section lists the *Input Address*. This is a fixed, non-editable area that displays the record as entered in the *Input Address* section of the Process or QuickFind dialogs. It is displayed as a reference to the original address.

The middle section of the Query dialog is the *Search Filter*. This section is composed of fields for House, Street, Unit, City, State and Zip. Only street records matching all of these fields will be displayed in the *Records* section.

The bottom section of the Query dialog is the *Records* section. This section displays the information from the address standardization and geocoding database. It is hierarchical in nature in that it displays only the requested level of detail. The level detail can be increased or decreased, as described later in this chapter.

Specifying A Search Filter

As mentioned above, you can display all streets that start with K in Washington. Queries can, however, be much more refined. An example would be "show all streets in ZIP Code 80302 that begin with APPLE and have a house number range that includes 4300".



The *Search Filter* section of the Query dialog is used to specify the limits of the query. In general, the more information entered in the search filter, the more refined the search results will be. This means that fewer possibles will be displayed in the *Records* section.

The search filter requires that a city and state be entered, or a ZIP Code, or both. If the City and State entry is for one state but the ZIP Code is for a different state, the two states are displayed in the *Records* section. You must choose which state to search. Centrus will not list more than two states in the Records section.

The City entry needs only the first letter of the cities that are to be displayed. Centrus will display all the cities within the given state which match the letters in the City entry. The state abbreviation, however, must be a recognized state abbreviation or the entries for both City and State will be ignored.

The ZIP Code entry is used solely to generate the list of possible cities. It does not determine which entries are displayed in the Records section. The Zip entry must be a valid five digit ZIP Code, or a valid three digit ZIP Code. Three digit ZIP Codes are commonly referred to as "Sectional Centers". A Sectional Center is comprised of all five digit ZIP Codes that begin with those three digits.

The Street entry may have zero or more characters entered. If no street data is entered all streets are displayed. If the Street entry was "APPLEW", streets with the name of "Applewood" or "Appleworm" would both match, but a street with the name "Apple" would not match and would not be displayed.

The House entry specifies a house number. House is used to constrain the search to show only those streets that have a block on which that house number would fall. If the entry for House was "1000," a house range of "200 to 300" would not match and would not be displayed. This entry may be blank, in which case all ranges would match and the search would not be constrained by house number.

The Unit entry is very similar to the House entry, except that it contains the unit number, such as "12" or "E." House ranges that do not contain the unit number entered will not be displayed. *Note, however, that the U.S. Postal Service does* ***not*** *list separate unit numbers for all buildings. Due to this limitation, house range entries that do not have any unit numbers will match any unit number entered. This is consistent with the U.S. Postal Service CASS requirements.*

The Query Hierarchy

Queries are displayed in a hierarchical nature in the Records section of the Query dialog. Each level of the hierarchy is indented below the rest. All entries are sorted alphabetically, including Street Block and House Range. The levels of the hierarchy are:

Country
  State
    City
      Street Name
        Street Block
          House Range

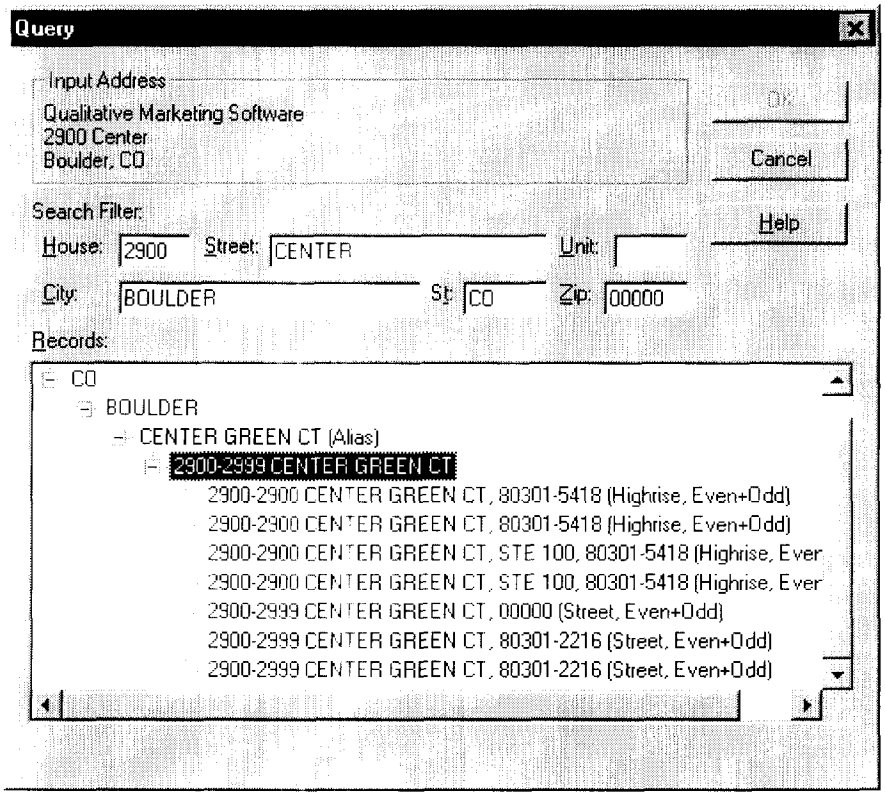
Country is always USA. Centrus's area is the 50 states, Washington, D.C. and Puerto Rico and other U.S. Protectorates.

State displays the two letter state abbreviations that match the search filter criteria. If the ZIP Code is for a different state, two state abbreviations will be displayed.

City will display the city names that match the search filter. If the City entry in the filter was "C", then all city names beginning with 'C' are displayed. Some city names are displayed with a different name in parentheses. The name in parentheses is the city name that should be used when mailing to that location. The name outside of the parentheses is a name that the U.S. Postal Service recognizes and may not be a city name at all. These names might be buildings, military installations or even large corporations. When a house range record is chosen, the proper USPS City name is displayed in the bottom left corner of the dialog.

Street Name contains the full street name including directionals and street type. For example, there will be separate entries for "N Main St" and "S Main St". The entries are sorted by street name, then street type, then predirectional, then postdirectional. A street may also appear with *(Alias)* next to the street name, which indicates a different name was used to match street name with the search filter.

Street Block contains one "block" of house ranges. A Street Block often is the same as an actual city block, but not always. In some instances, a Street Block may represent a partial city block. Less frequently, a Street Block represents several city blocks. Street blocks list a range of all house numbers that might appear on that block. In most instances, all house numbers within the range shown will be valid. On some blocks, however, there may be gaps within the range where a house number is invalid. For example, the Street Block might indicate "100-199 Main St," but inspection of the House Range records shows records for "100-120 Main St" and for "150-199 Main St." In this instance, a house number of 140 would be invalid.



House Range displays the actual range information contained in the U.S. Postal Service files. An example would be "1000-1098 Kearney St NE, 20017-4526

(S,E)." The first part of this line is the house range and full street name. The next entry is the nine digit ZIP Code for that house range. In parentheses are displayed the Record Type and Record Parity, described below:

Record Type indicators are "S" for Street or rural route records, "F" for Firm records, "H" for High-rise records or "P" for P.O. Boxes or General Delivery. A Street record consists of a house number range and can include any unit ranges given. A Firm record will have a firm name associated with it. This record should only be chosen if the firm name is a correct part of the address being searched for. A High-rise record usually denotes an apartment or office building and will have a range of unit numbers. A High-rise record should only be chosen if the unit number of the input address is within the unit range of the High-rise record. P.O. Box records simply list all available box numbers or the General Delivery record. When a Firm record is chosen, the Firm name is displayed in the bottom right corner of the dialog.

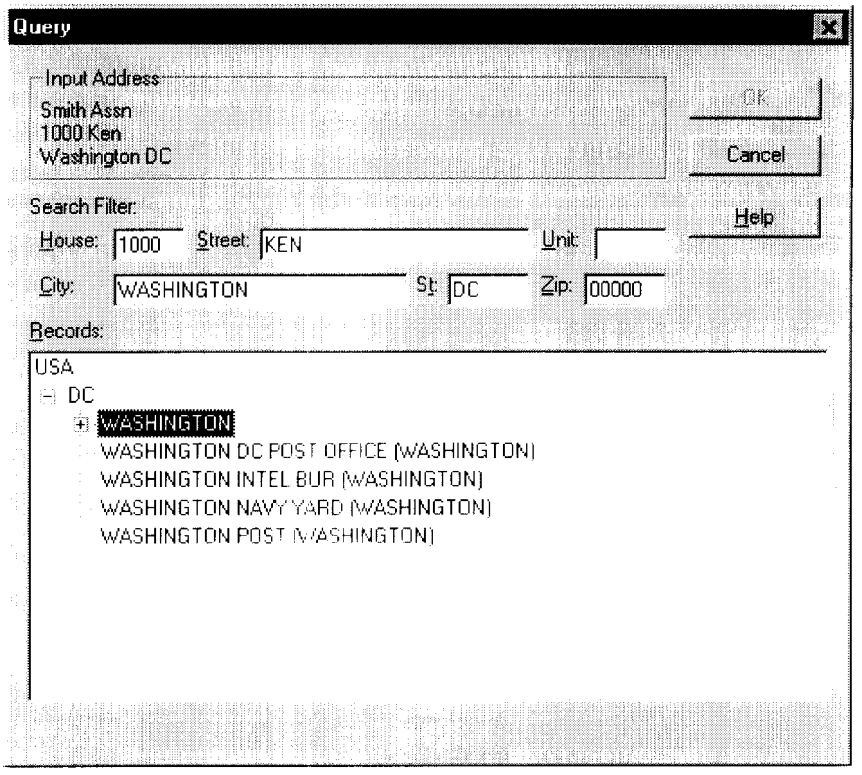
Should there not be a match on firm name or unit number, both Firm and High-rise records should always have a "default" record that is either for the building as a whole, or for the entire block. Assigning a non-matching firm or high-rise record may result in incorrect ZIP+4 or carrier route information being assigned.

Range Parity is simply whether the House Range contains (O)dd, (E)ven or (B)oth types of house numbers. If the parity of the record does not match the input record, it should not be chosen, as incorrect ZIP+4 and carrier route information may be assigned.

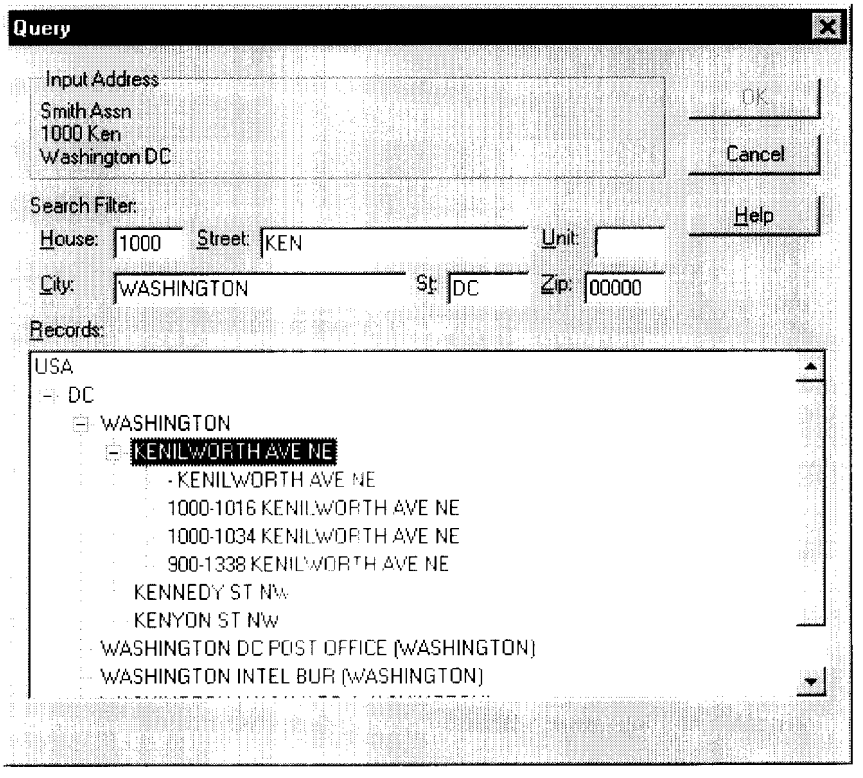
Navigating The Query Hierarchy

When a query result is first displayed, the *Records* section displays Country and State. Double click on State to expand the query hierarchy. Double clicking on any entry expands or contracts the hierarchy, unless the selected entry is at the House Range level of the hierarchy. If the selected entry is at the House Range level, double clicking the entry accepts it as the correct record; the information is pasted into the *Results* section of the Process dialog. If the selected entry is the last entry in the hierarchy, and it is not a House Range entry, the hierarchy is expanded, showing the next lowest level. If the selected entry is in the middle of the hierarchy, the hierarchy is collapsed to that point.

For example, let's assume that the search filter is for all streets that start with "KEN" in Washington DC, and have a possible house number of 1000. The following query hierarchy is displayed:



If we were to expand the WASHINGTON branch and select the KENILWORTH entry, the hierarchy would now display:



Any adjustment of the Search Filter will collapse the query hierarchy to the proper point. If House, Street or Unit is modified, the hierarchy is collapsed

to the City level. If City, State or ZIP is modified, the hierarchy is collapsed to the State or Country level, depending upon the modification.

Selecting A Match Using Query

You select a match within the Query dialog by selecting a House Range entry from the query hierarchy. If there are entries in the House and Unit section of the Search Filter, then the selected entry's information is simply pasted to the Process or QuickFind dialogs in the *Results* section.

If either the House entry was blank, or if the Unit entry was blank but the House Range entry chosen contained unit numbers, Centrus displays a dialog allowing you to select House and Unit information before returning to the QuickFind or Process dialogs.

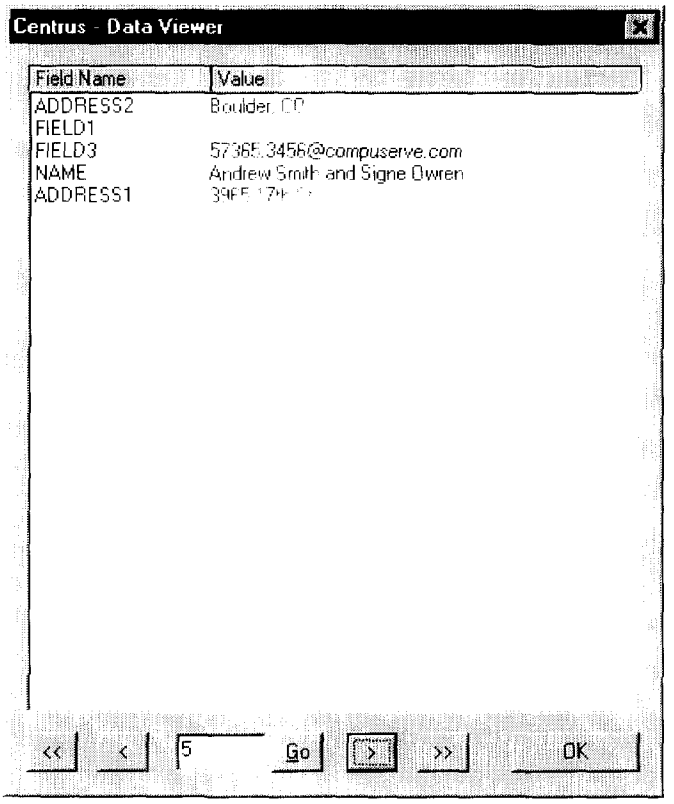
Data Viewer

The Data Viewer allows you to view the contents of the current input file.

To start Data Viewer, click the button or select **Tools|Data Viewer**.

Navigating in Data Viewer

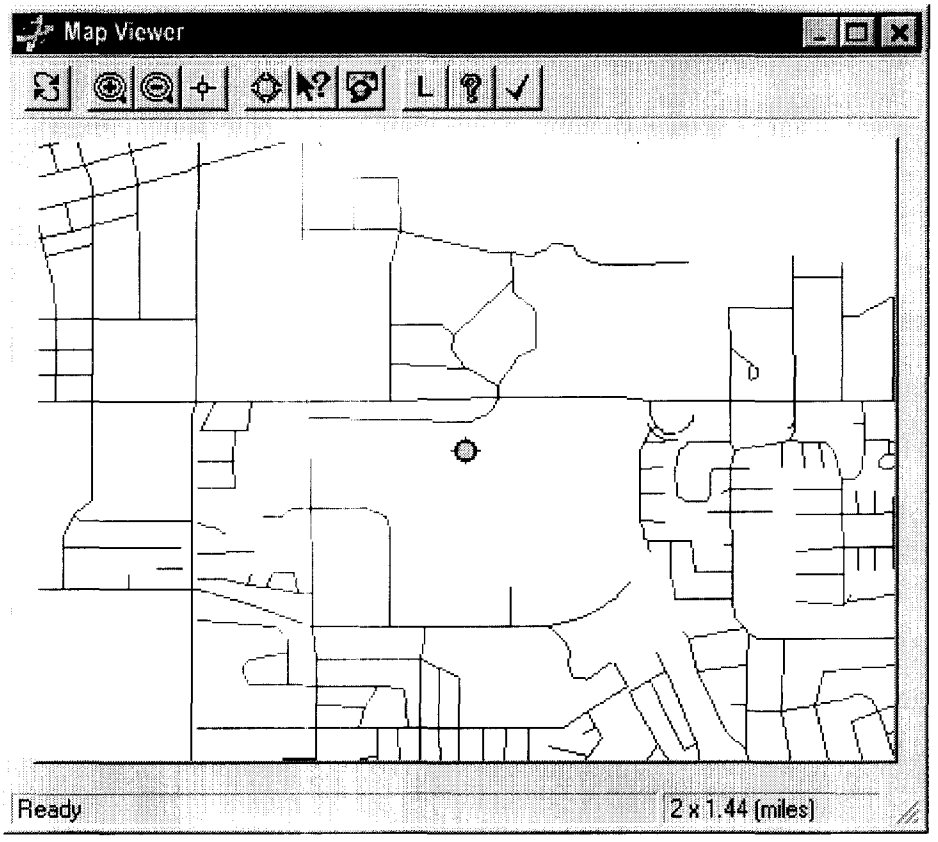
Field names are shown in the left column of the Data Viewer window; field values appear in the right column. Click the arrow buttons to navigate forwards and backwards through the file, or type a record number into the text box and click the **Go** button to view a particular record.



Map Viewer

The Map Viewer displays streets and county boundaries for the city currently entered. The currently geocoded point, if any, is shown when the map is first displayed. The point can be moved or created manually on the map, allowing users with local knowledge to place points that are unmatched by Centrus.

To start the Map Viewer, click the button on the main toolbar ***or*** click the **Map...** button within the QuickFind or Process dialogs. You can also select **Tools|Map Viewer**.



Redraw Button

Clicking the button causes the map to be redrawn at the same scale.

Zoom In Button

The button "zooms in" the current map view, increasing the magnification while showing a smaller area. To zoom in, click the button, then click the map.

You can also define an area to be magnified. Simply click the button, then click and drag the pointer over the map window to define the area to be zoomed.

Zoom Out Button

The button "zooms out" the current map view, decreasing the magnification while showing a larger area. To zoom out, click the button, then click the map

Center Button

The button redraws the map with the selected point at the center of the map window. To center the map on a point, click the button, then click the map at the new point.

Select Button

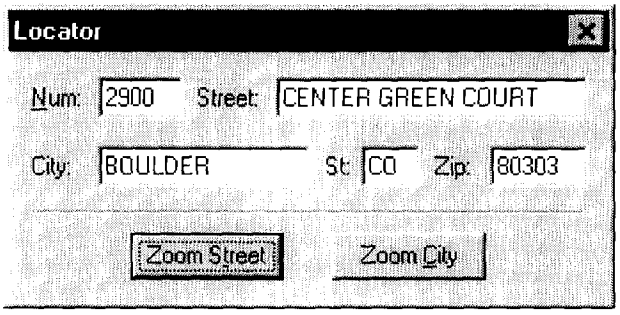
The button is used to manually place a point on the map. See "Manual Geocoding With the Map Viewer" below for more information.

Info Button

When you click the button, the pointer becomes a small square. Position this square over a mapped street and click the left mouse button to view information about that street segment.

Locator Button

The button opens the Locator dialog, where you can enter an address or city to locate on the map.



To locate a street, enter the street address, city, state, and ZIP Code (if known).Click the **Zoom Street** button to display to display all street segments in the specified city with a matching street name.

To locate a city, type either the city name and the state abbreviation, or a ZIP Code. Click the **Zoom City** button to display the streets in the city or ZIP Code within the map window.

Layers Button

The button opens the Layers dialog, described in detail below. See "Working With Layers" below for more information.

Help Button

Click the  button to view Centrus Desktop Help.

OK Button

Click the  button to accept the most recently geocoded location (if any) and close the Map Viewer. If you manually geocoded a point, the Census ID, latitude, and longitude will be copied to the Results section of the QuickFind or Process dialog.

Manual Geocoding With the Map Viewer

If Centrus Desktop is unable to match an address, you can assign information to the point manually. This is most useful if you have knowledge of the area or maps to which you can refer.

Using the **Zoom** and **Info** tools, locate the spot where the point should be placed, as well as a street whose Census ID and coordinates you wish to assign to the new location. Click the **Select** button, then place the pointer over the site to be geocoded and click the left mouse button. This "anchors" the point. Drag the pointer to the street segment whose Census ID you wish to assign to the new location, creating an "attach line" between the point to be geocoded and the existing street segment. The Census ID and coordinates of the selected street segment are assigned to the new location. In the message area at the bottom of the screen, the Census ID is displayed, as well as the side of the street that the ID was taken from.

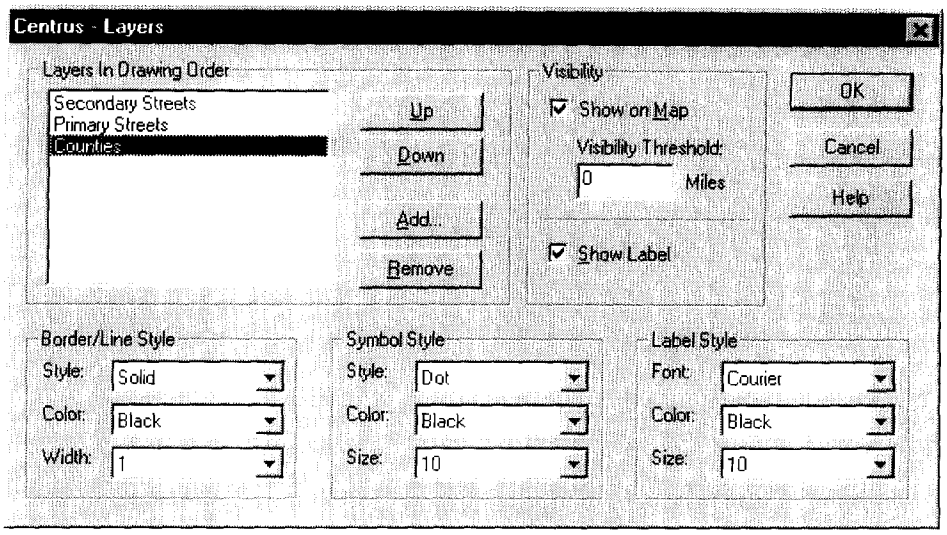
Working With Layers

Click the  button in the Map dialog to display the Layers dialog. This is where you control the presentation aspects of the map. You can add features, change colors, change drawing priority, and more.

Centrus Desktop comes with two default layers: *Primary Streets* and *Secondary Streets*. Two additional layers (COUNTY.GSB and STATE.GSB) come with the Centrus Desktop data CD-ROMs. Other layers can be added by clicking the **Add...** button.

The Primary and Secondary Street layers control the display of the road network. Primary streets are major roads and highways. Each layer can have a different look, in order to customize the presentation of the map.

The Layers dialog consists of several sections. At the top left is a list of layers. Note that layers are drawn in the order they are listed. You can change the order in which layers are drawn by moving layers up or down in the list. You can also add layers, and remove added layers. Visibility options control whether—and how—a layer is drawn. The bottom portion of the dialog has three sections for defining how lines, points and labels appear on the map.



The dialog shown above lists three layers: the two standard layers, plus the counties layer included with Centrus Desktop. Since layers are drawn in the order listed, Secondary Streets are drawn first, followed by Primary Streets and finally Counties. Note that streets are always drawn together, based upon the first street layer listed

The Counties layer is selected, so all option settings display the current information about this layer

Layers in Drawing Order

Up—This button moves the currently selected layer up one position towards the top of the list, causing the layer to be drawn earlier in the drawing sequence.

Down—This button moves the currently selected layer down one position towards the bottom of the list, causing the layer to be drawn later in the drawing sequence.

Add—This button allows you to add a GSB file or other geocoded table to the list of layers, or import a .MIF/.MID or .BNA file. Layers added in this manner are available only within the Map Viewer—they are not accessible by the Point-in-Polygon or Closest Point modules.

Remove—This button removes the current layer from the list of layers. Primary Streets, and Secondary Streets cannot be removed. You can use the **Visible** check box to "turn off" these layers if you do not want them drawn.

Note that you can only remove layers you've added within the Map Viewer. To add or remove layers from the Point-in-Polygon or Closest Point modules, select **Options** from the Process menu.

Visibility

Show on Map—This check box controls whether a layer is displayed. If it is not checked, then no elements in the current layer are displayed.

Visibility Threshold—Each time you **Zoom Out**, the map is redrawn more slowly as the Map Viewer must draw more features. At very low levels of magnification, features appear as a solid area, and redrawing can be extremely slow. Setting a **Visibility Threshold** appropriate to your data lets you focus on the big picture. The Visibility Threshold is expressed in miles, and is set to zero—no threshold—by default.

Show Label—This check box controls whether the objects in the current layer are labeled. Primary and Secondary Streets cannot be labeled—use the **Info** tool in the Map window to get complete street segment information.

Layer Drawing Styles

Border/Line Style—These settings determine how lines are drawn in the current layer. Line style, color and width can all be specified.

Symbol Style—These settings determine how symbols are drawn in the current layer. Symbol style, color and size can all be specified. Please note that symbols are drawn with the Wingdings font. You may receive different characters on the map, other than those specified on this dialog, if this font has been removed. (It comes with all version of Windows.)

Label Style—These settings determine how labels are drawn in the current layer. Font, color, and size can all be specified.

Importing Layers

To import layers into the Map Viewer:

1. In the Map Viewer, click the  button. The Layers dialog will appear.
2. Click the **Add** button. The Add Type dialog will appear.
3. Choose **Add GSB File**, **Import Layer**, or **Add Table**, then click **OK**. A file selection dialog will appear.
4. Click the **Browse** buttons to select the path and name of the .file to import and (if necessary) the object file (.GSB) to create. When importing layers or tables, you can determine which field is used as the object's identifier. Click the drop-down list box to select which **Field to use as identifier**.
5. Click the **Import** button to finish.

Note that the layers you import in this manner will be available *only* to the Map Viewer. Use the Options dialog to import layers for use with the Point-in-Polygon or Closest Site modules.

Chapter 5

Specifying Files in Centrus Desktop

File Types Used in Centrus Desktop

Centrus Desktop natively supports a wide variety of database file formats, including:

- dBase III, IV, V and FoxPro 2.0, 2.5, 2.6 (*.DBF)
- Excel 3.0, 4.0, 5.0, and Excel 97 (*.XLS)
- Access (*.MDB)
- FoxPro 3.0 (*.DFC)
- Paradox (*.DB)
- Fixed field and delimited ASCII text files

Using ODBC, Centrus Desktop can work with Oracle, SQL Server, and other data formats.

The Centrus Point-in-Polygon and Closest Site modules use Qualitative Marketing's native .GSB format, and can import layers from .BNA and .MIF file formats. The Closest Site module can also import layers from geocoded database tables.

Preparing Data Files For Processing

Access, dBASE, and FoxPro files require no additional preparation. Note that field labels should be no longer than ten characters. Labels exceeding that length are truncated. Duplicate labels are numbered to render them unique.

ASCII text files may require a special format file, which can be created using the FMTMaker utility program. If you select an ASCII file for processing and Centrus finds no format file, the FMTMaker dialog appears. Follow the dialog's instructions to create the format file.

When using Excel as an input source for Centrus Desktop, follow these guidelines:

- Use version 3.0, 4.0, or 5.0 *worksheets* rather than *workbooks*.
- Be sure that worksheet columns are wide enough to accommodate the data in each field. You can easily do this by selecting all columns, then selecting **Column | AutoFit Selection** from the

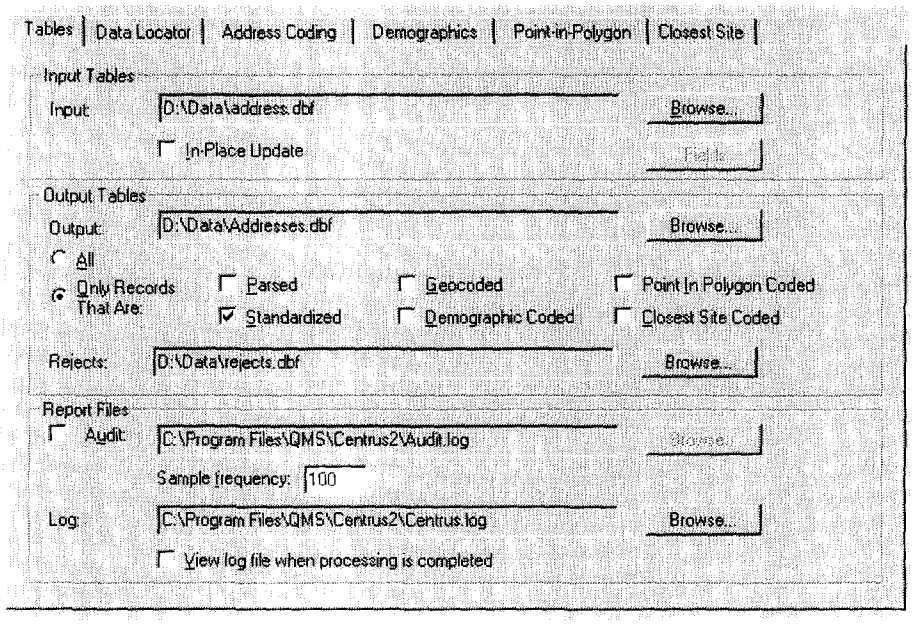
Format menu. Remember that if data appears truncated in an Excel column, it will be cut off in Centrus.

- The first worksheet row should contain field names. If it does not, insert a row at the top of the worksheet and enter field names.
- Excel versions 3 and 4 do not support multiple worksheets When using Excel version 3 or 4 files, create an empty worksheet and use this empty file to receive the output.
- Be sure to close the input and output files in Excel before specifying them in Centrus

The Tables Tab

The *Tables* tab is where you select the input file and (if desired) the output, reject, and report files. Note that you cannot type file names directly into the file name boxes. Instead, click the **Browse** button to select the path and file names in file selection dialogs

If you have ODBC drivers for any data source installed and configured for your system, you can use ODBC to select input and output tables. Simply select **ODBC Databases** from the *Files of type* list box in the file selection dialog.



Specifying An Input Table

The **Input Table** box is where you specify the file name and path of an input file containing a table of addresses to be processed. By default, the file selection dialog for input files shows files with the .DBF extension, or the extension of the file last opened. If you wish to view other file types, select the appropriate option from the *Files of type* list box in the file selection dialog. ***Be sure to specify the correct file type and version!***

Note that the *Files of Type* list box contains the type **All Text Files (*.*)**. Selecting this "type" shows all files of all types. However, any file you select will be opened as a text file. This file "type" is designed to allow you to access "text" files that have extensions other than ".TXT". Use this selection **only** to open ASCII text files.

Specifying An Output Table

Centrus Desktop can either write updated data back to the input file, or create a new output file. To create an output file, enter the name of the output file to create. (If the Output Tables section appears dimmed, be sure the *In-Place Update* option is not checked.) If a file already exists with the same name as the specified output file, that file will be overwritten.

When you use an output file, you can set which records will be written to the output file using the radio buttons listed below the output file name.

- **All**—This selection writes every record from the input file to the output file, even records that are not processed, standardized or geocoded.
- **Only Records That Are**—This selection lets you specify the conditions that a record must meet before being written to an output file. Options are
  Parsed
  Standardized
  Geocoded
  Demographic Coded
  Point-in-Polygon Coded
  Closest Site Coded.

The output file will have the same field names as the input file, along with any fields added during processing.

Note: When delimited ASCII text files are used as input and a different output file format is specified, Centrus will automatically assign a field width of 255 characters to all output fields. This can result in a very large output file. To avoid this problem, you can manually edit the format file and assign appropriate field lengths, or simply avoid specifying a different output file format.

Specifying A Reject File

If you choose the **Output Only Records That Are...** option on the *Tables* tab, you can specify a reject file to contain all the records that did not meet the specified conditions. To use a reject file, make sure the **Only Records That Are** option is selected and conditions specified. Then click the **Browse** button next to the **Rejects:** text box, and specify the path and file name of the reject file in the file selection dialog.

The reject file will have the same fields as the input and output files, along with any fields added during processing.

Report Files

The *Report Files* section of the Tables dialog allows you to create two types of reports: an *Audit Report*, and a *Log Report*.

The Audit report gives you a "snapshot" of the processing performed by Centrus Desktop. You select the frequency of the snapshot, such as every 1,000 records. For example, if you have a 50,000 record file, and choose a **Sample Frequency** of 1,000, you would get 50 records in your Audit report. If you select a frequency of 1, every record in the input file would be sent to the Audit file. (This is not recommended, as the file will be quite large.)

The Audit report lists the record as it was input, and as it was processed by Centrus, along with the Match and Location codes. This presents a quick view of what Centrus accomplished on a certain set of records. (See "Reference

System Messages and Codes" on page 101 for more information about Match and Location codes.)

The Log report lists extensive detail regarding the file and options used to geocode, as well as the results of the processing. This report can be displayed in Windows Notepad (if available) by checking the **View log file when processing is completed** check box.

Examples of these reports can be found in "Audit and Log Report Samples" on page 135.

Specifying An Audit Report

To specify an audit report, be sure the check box next to the **Audit** text box is selected, then click the **Browse** button and specify the path and file name in the file selection dialog.

Specifying A Log Report

To specify a log report, click the **Browse** button next to the **Log** text box, and specify the path and file name in the file selection dialog.

Chapter 6

The Data Locator Module

About the Data Locator Module

The Data Locator module is designed to let you take full advantage of the name information in your databases. It uses Qualitative Marketing Software's proprietary name parsing technology to analyze databases, identify and extract name elements, and add a variety of name-related information. Data Locator can identify and correctly process first and last names, nicknames, and more. Using Data Locator, you can analyze names and assign probable gender and ethnicity. You can also add gender-appropriate salutations in a variety of styles (formal, informal, casual, family). With Data Locator, you can:

- Identify up to two people in a record.
- Assign name elements (first name, last name, middle name, title or prefix) to their proper fields.
- Format name order and capitalization preferences.
- Identify nicknames and aliases–useful for identifying duplicate records.
- Extract company name and job title (if available) from records.
- Assign gender according to variable confidence levels.
- Analyze ethnicity using first names, last names, or both.

How Data Locator Works

Data Locator examines your input data fields and searches for the components you identify in the inputs section of the Data Locator tab. If you specify more than one component for an input field, Data Locator matches each of the requested components against the input data and assigns a score. The highest scoring component is returned as the result.

For Names, Addresses, Companies, and Titles you have the option of outputting the result score. This is a number between 0 and 100 which gives a "confidence level" for the match. A score of 0 is poor; 100 is excellent.